

Next-generation digital trends for digital entrepreneurs

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Summary

- Trends in consumer behavior
- General digital trends
- Digital trends by customer online journey step
 - Acquisition
 - Activation
 - Conversion
 - Retention
- Activity description for the next class

Trends in consumer behavior

How are consumers changing?

Trends in consumer behavior

The COVID pandemic had an important impact on consumer behavior:



Consume less



Consume local



Boycott irresponsible companies



Go (more) digital

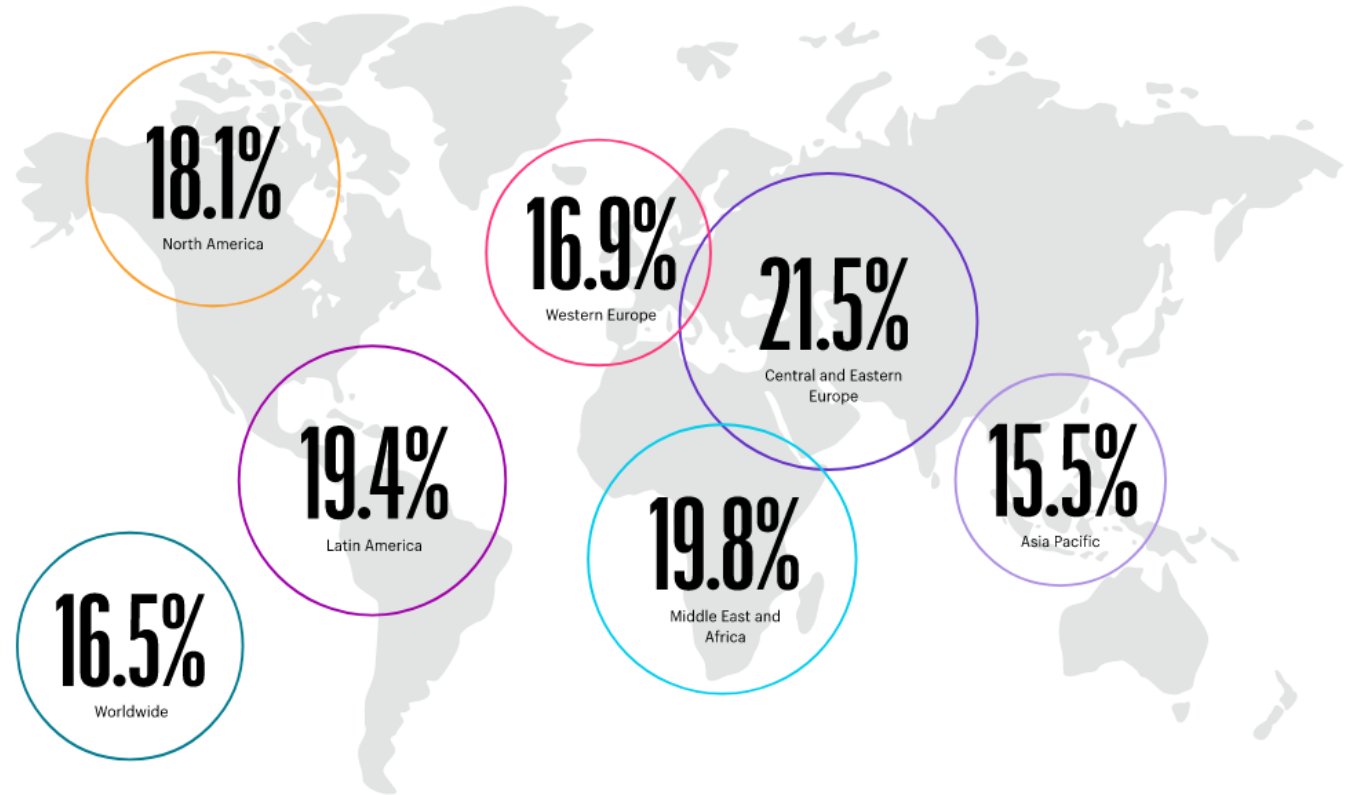
Go (more) digital

There has been an increment of e-commerce sales worldwide.

Not all product categories have experienced the same growth

Retail ecommerce sales growth worldwide, by region, 2020

% change



Sourced from [eMarketer](#)

Go (more) digital

E-commerce is not the only digital business model that has increased due to the pandemic situation



Said they would shop online more frequently after the outbreak is over

Sourced from [Global Web Index](#)

After the outbreak is over, do you think you'll do any of the following?

Exercise at home more frequently	43.4%
Use mobile payment services more frequently	40.6%
Use video calling more frequently (e.g. FaceTime, WhatsApp video)	35.1%
Use video conferencing platforms more frequently (e.g. Zoom, Hangouts)	26.7%
Work from home more frequently	26.7%
Use food delivery services more frequently (e.g. Uber Eats, Just Eat, Deliveroo)	21.9%
None of these	16.1%

Go (more) digital

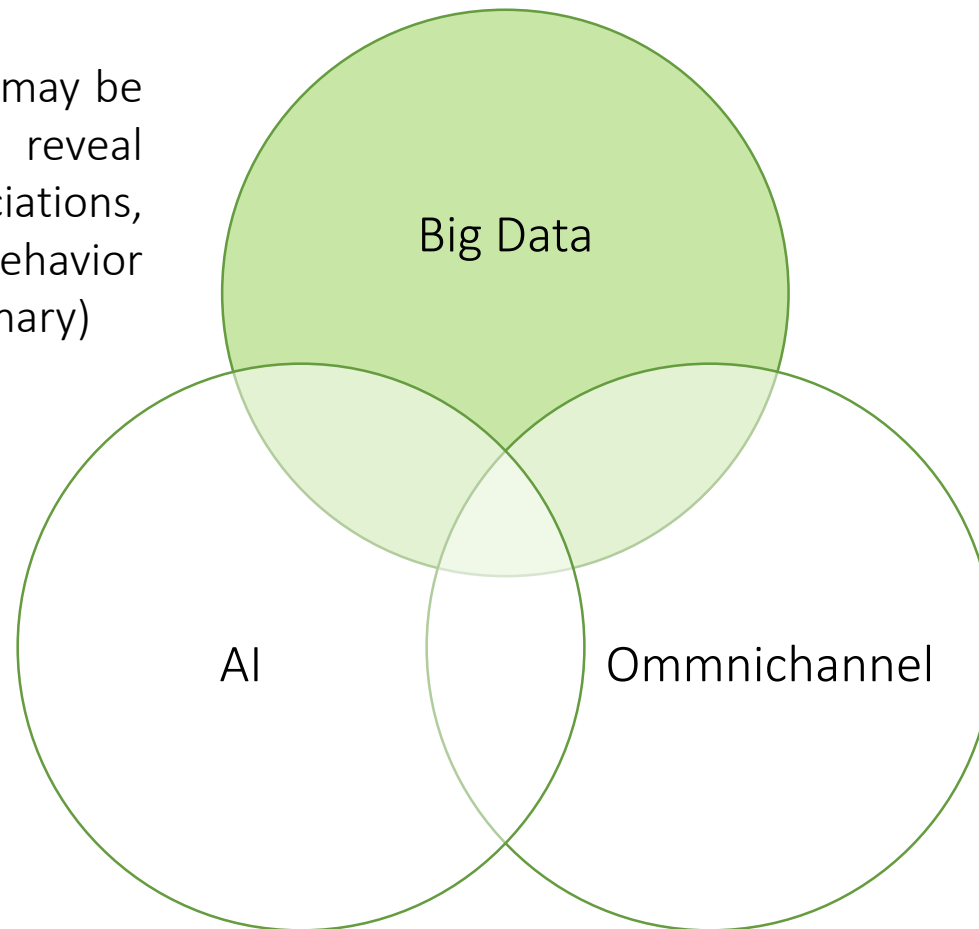
- New and vulnerable consumers
 - The pandemic situation has forced some individuals to go online
 - These new customers lacked the ability and experience to make an appropriate use of the digital product/service
 - Some of them report bad experiences → Reluctant consumers



General digital trends

General digital trends

Extremely large data sets that may be analyzed computationally to reveal patterns, trends, and associations, especially relating to human behavior and interactions (Oxford Dictionary)



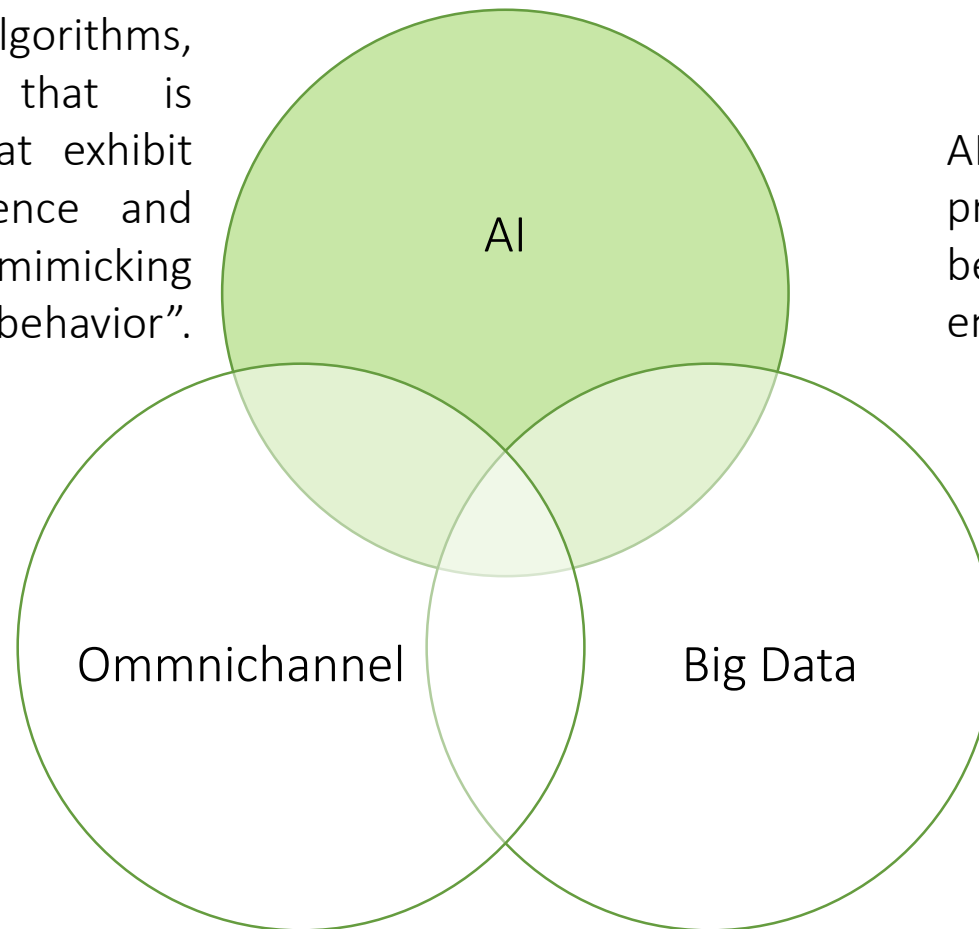
The prominence of big data has fuelled a lot of changes in how companies make their decisions

Some issues regarding big data implementation (Hult, 2020):

- Personalization vs. privacy
- Continuous tracking

General digital trends

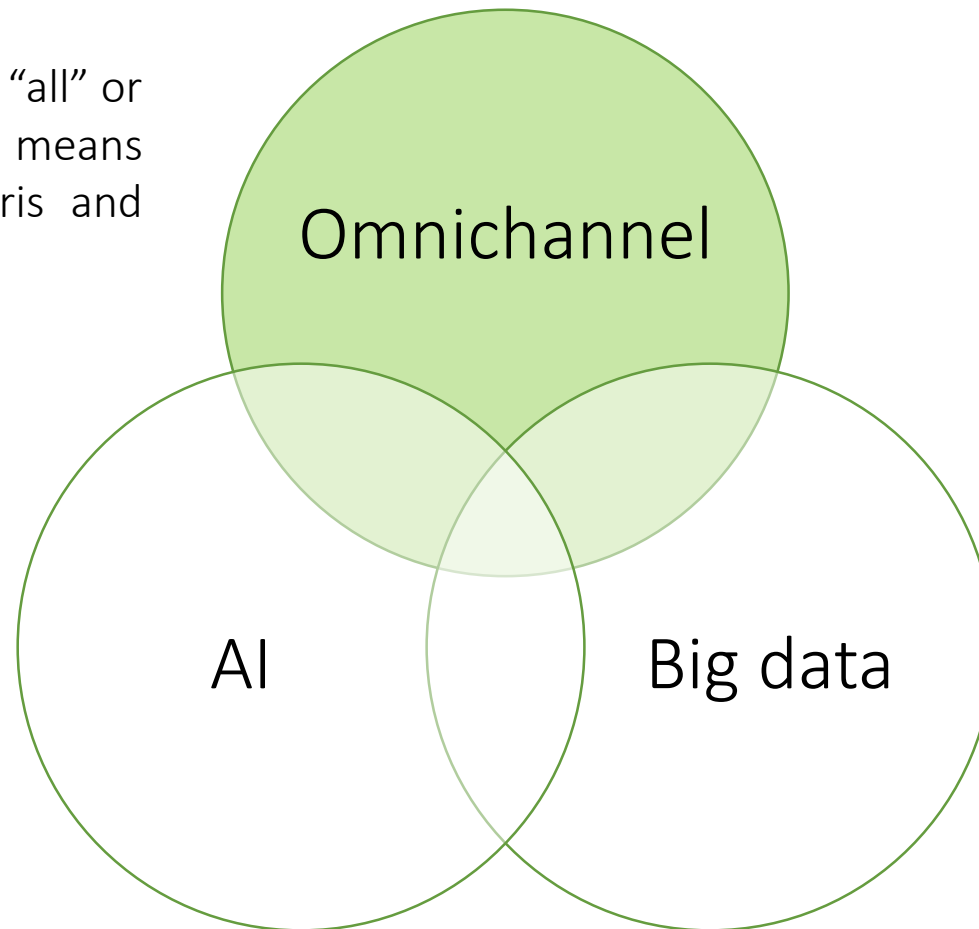
AI refers to programs, algorithms, systems and machines that is manifested by machines that exhibit aspects of human intelligence and involves machines mimicking “intelligent human behavior”.
(Davenport et al., 2020)



AI can be applied to analyze and predict best responses to human being interactions with a digital environment.

General digital trends

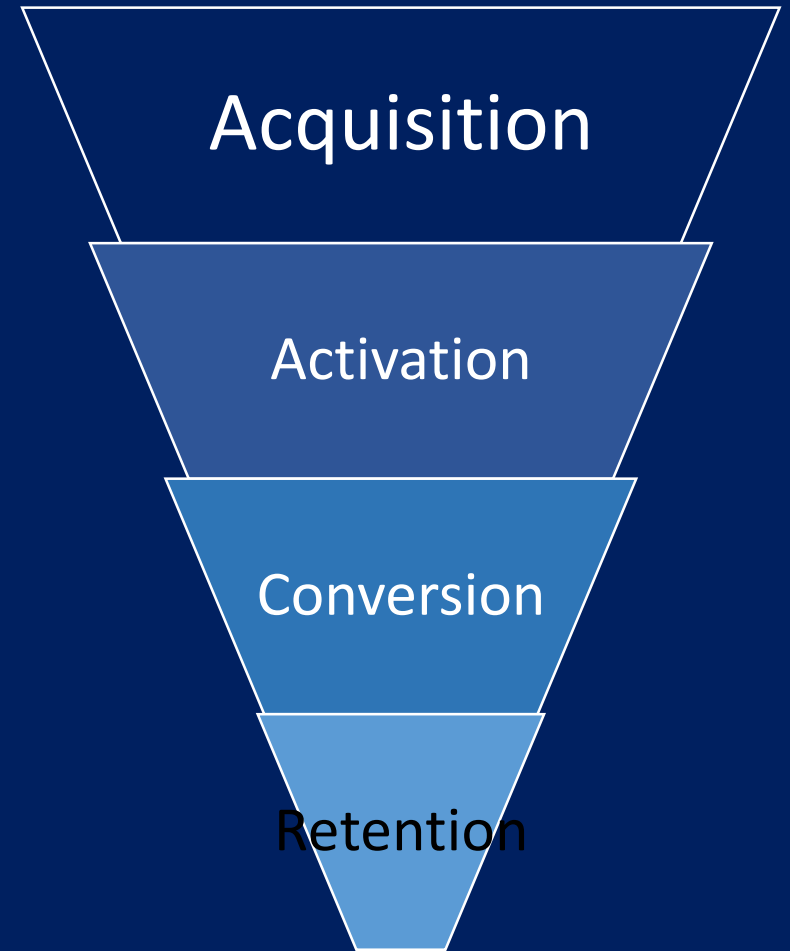
Omnis is a Latin word meaning “all” or “universal,” so omnichannel means “all channels together” (Lazaris and Vrechopoulos, 2014).



Online (web and mobile) and offline channels are managed together so the customer feels the whole purchase process as one experience

The perceived interaction is not with the channel, but rather with the company/brand

Trends by customer online journey step



Customer acquisition trends

Search over ads! → Improve SEO

- Voice search

To do list:

- ✓ Incorporate “natural” language on your website
- ✓ Create a FAQ page
- ✓ Integrate questions your potential customers may have across the website
- ✓ Make the web mobile responsive

- Take advantage of local searches

To do list:

- ✓ Create a Google My Business account
- ✓ Local keyword research
- ✓ Earn positive reviews
- ✓ Generate location-based content
- ✓ Make the web mobile responsive

Consumer acquisition trends

Be social

- Integrate social commerce
- Encourage and repurpose user generated content on social media
- Create livestreaming events where you can show your products



\$49
Everyday Lace Uplift Plunge Bra

SHOP NOW

Wrapping ourselves up in comfort 🧡

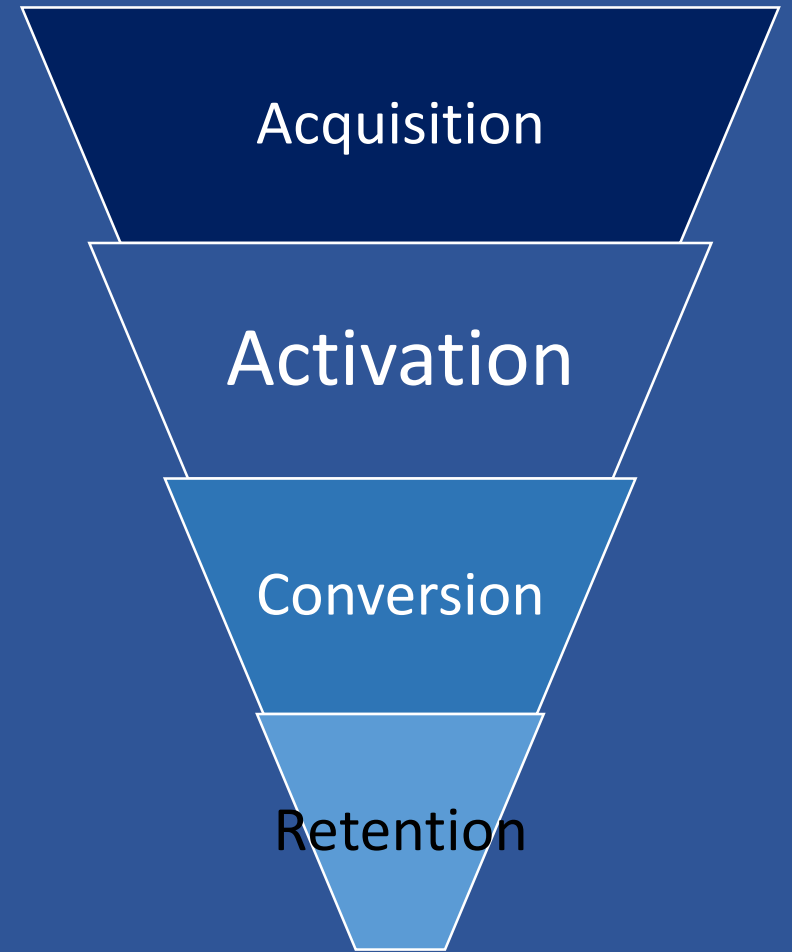
@stoplookandstyle is looking comfy and cute in our
Everyday Lace Uplift Plunge in Lavender.

What's your favorite bra? Show us using the hashtag
#MyThirdLove for a chance to be featured here!

#StayCozy



Trends by customer online journey step



Customer activation trends

- Brick and click business models
 - Takes advantage of local commerce, but overcomes some of its limitations
 - Combination of online and offline experience
 - A good implementation of omnichannel is necessary



ENTRENAMIENTO PERSONAL

Entrenamiento personal online-presencial

El servicio online-presencial reúne las características de un entrenamiento 100% online sumándole clases dirigidas por videollamada con nuestros entrenadores. Diseñado para aquellas personas que necesiten aprender mejor la técnica de los ejercicios y la supervisión del entrenamiento por parte de un profesional.

-  Programación semanal
-  Video de todos los ejercicios
-  Seguimiento continuo y feedback
-  Entrenamiento semanal por videollamada

https://entrenamientopersonalmove.es/entrenamiento_personal/

Customer activation trends

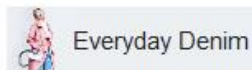
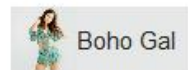
- Visual websites
 - More images
 - Better images (360º)
 - Less text → Use shortcuts



<https://www.stradivarius.com/es/>

Customer activation trends

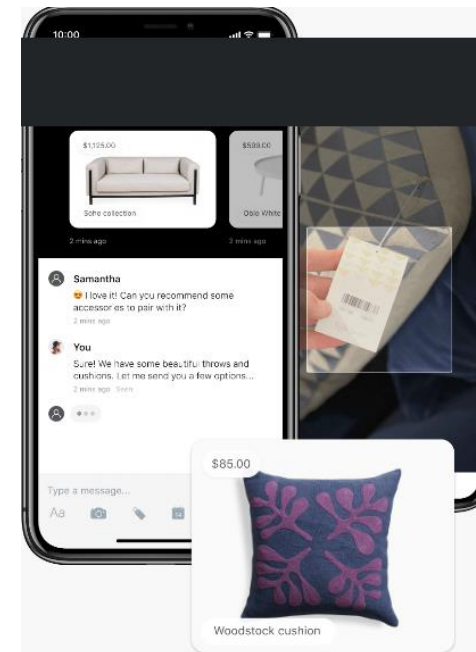
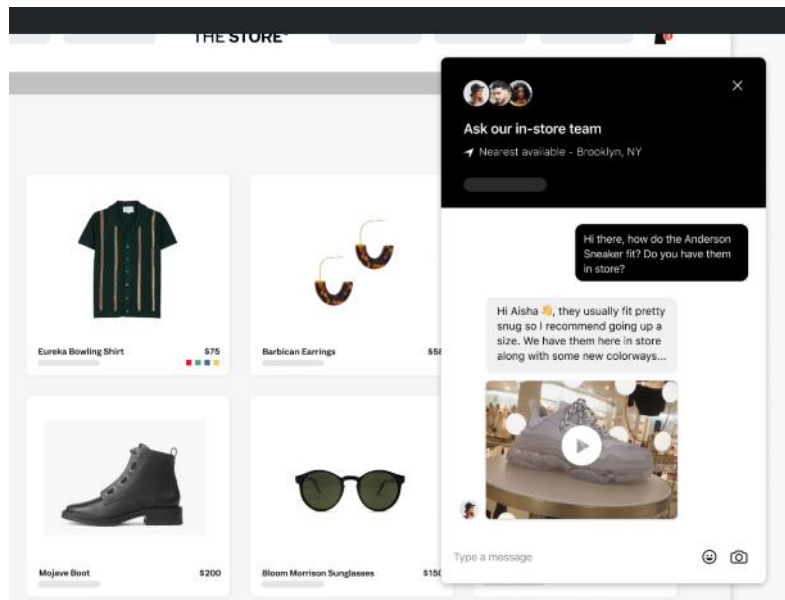
- Natural language → How do your users speak?



<https://www.shein.com/>

Customer activation trends

- Conversational commerce
 - Virtual → Powered by AI, offers better recommendations
 - Personal → Some customer segments value the possibility of interacting with a real human



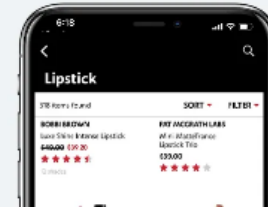
Customer activation trends

- Augmented Reality (AR):
 - Offers a visual representation of products → Reduces perceived risk of failure

Step 1: Download the Sephora mobile app.



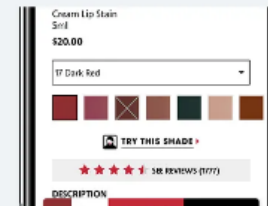
Step 2: Browse products.



Step 3: Tap to view a product.



Step 4: Click on Try This Shade to use Virtual Artist.

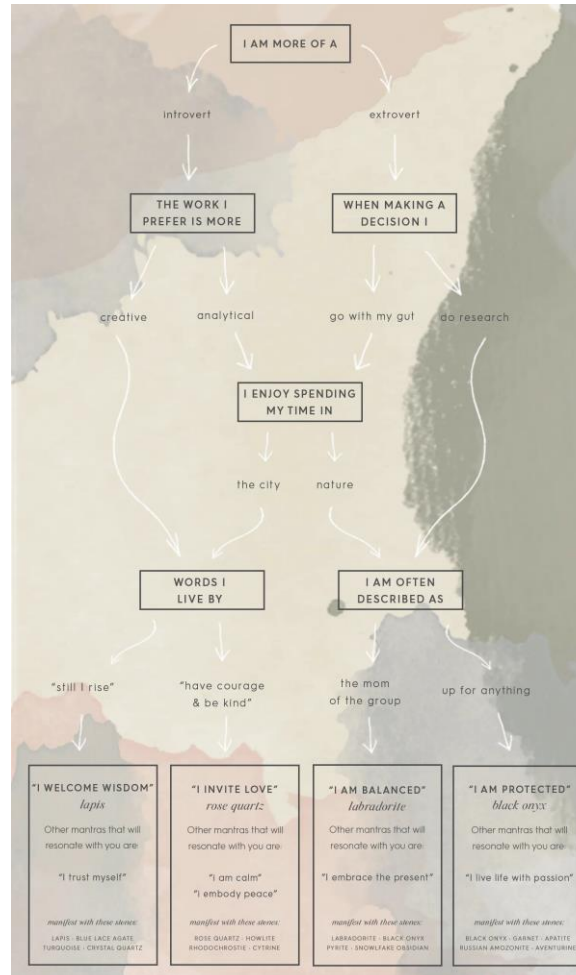


<https://www.sephora.sg/pages/virtual-artist>

Customer activation trends

Personalization

- It is not always about having sophisticated software tools

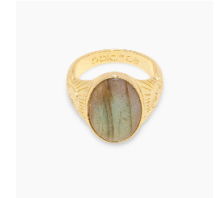


"I am balanced."
Labradorite



Power Gemstone Mantra Necklace for Balance
\$58.00

ADD TO CART



Power Gemstone Mantra Ring for Balance
\$68.00

ADD TO CART

"I embrace the present"
Black Onyx • Pyrite • Labradorite

Same-Day delivery is now available with SHIPSI.

IQ

SHOP COLLECTIONS MORE



Power Gemstone Mantra Bracelet for Virtue
\$48.00

ADD TO CART

Customer activation trends

Personalization:

- Product personalization is highly appreciated by some consumers
- Others will prefer the standard version



Customer activation trends

- Product page: Alignment with company added value



Rodas Slim Fit

100,00€

Designed and made locally in Galicia, Spain.
Slim Fit, Mid-Rise.
12.5 oz. Raw-Denim. 98% organic cotton / 2% elastan. (GOTS)
Italian fabric. Dark Indigo.
100% organic cotton pocket bags (IVN Best-GOTS)
High quality recycled polyester zip fly. Eco finishing (GRS & Oeko-Tex 100)

If you are a denim lover and you are looking for tough jeans, this is your friend. Don't worry about its initial rigidity (caused by its thickness and because it was not washed or treated after the manufacturing process). Then, as you use it, you will see that it adapts to your body while it's acquiring a jeans-like touch. Personal trousers that fade according to your movements and habits, forming contrasts between this and the original dark indigo. Just a piece of clothing to shape your day to day.

Made in Galicia, 100% Responsible Wear

Our classic Raw denim for woman are a strong Slim Fit jeans. Wearing this 12.5 oz. mid-weight will soften it and adapt it to your body while gaining a worn natural wear. Slightly warmer Jeans suitable for all the year and ideal for spring and summer.

Raw Denim

Raw organic denim without post-treatment, saving water and chemicals. Because of this the fabric has a more robust appearance.

Colors

Low impact dyed from fiber reactive dyes. Certificates with GOTS (Global Organic Textile Standard).

Pocket bags without dyeings.



Go Vegan!

Washable paper (jacron) back label following our philosophy of not using materials that come from animals.

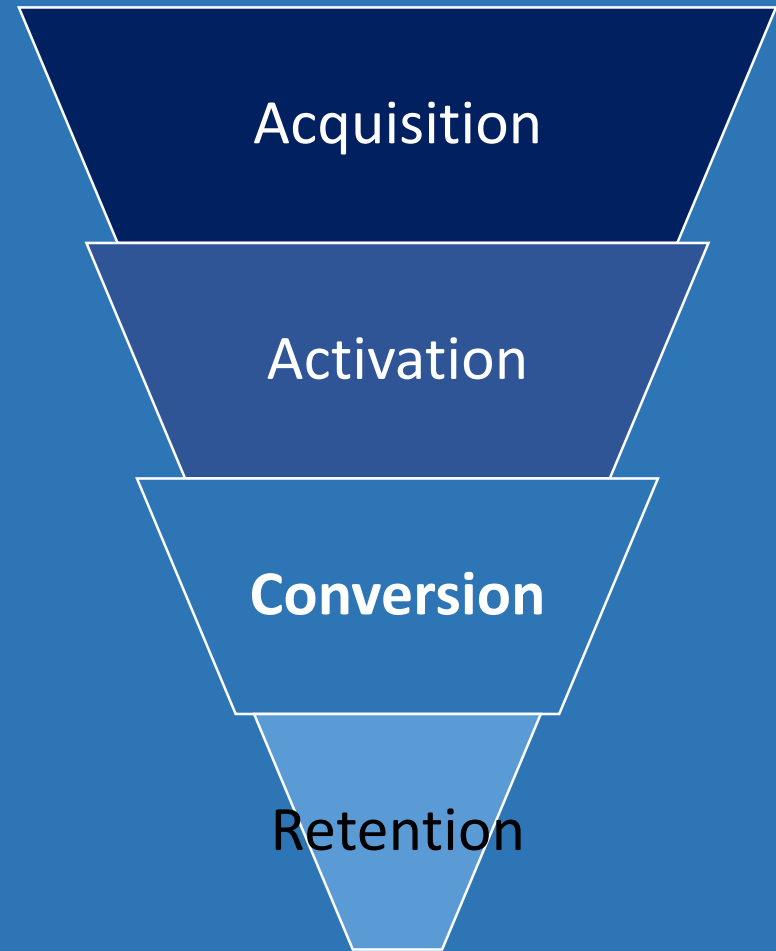
Recycled

Recycled polyester zipper tape coming from 100% post consumer Pet bottles sourced. Uses a mechanical process to transform (without the use of chemicals and saving lot of energy, water and CO2 emissions) entirely in Italy.

Certified by Global Recycle Standard, Oekotex, and got the LCA (Life Cycle Assessment) study by ICEA

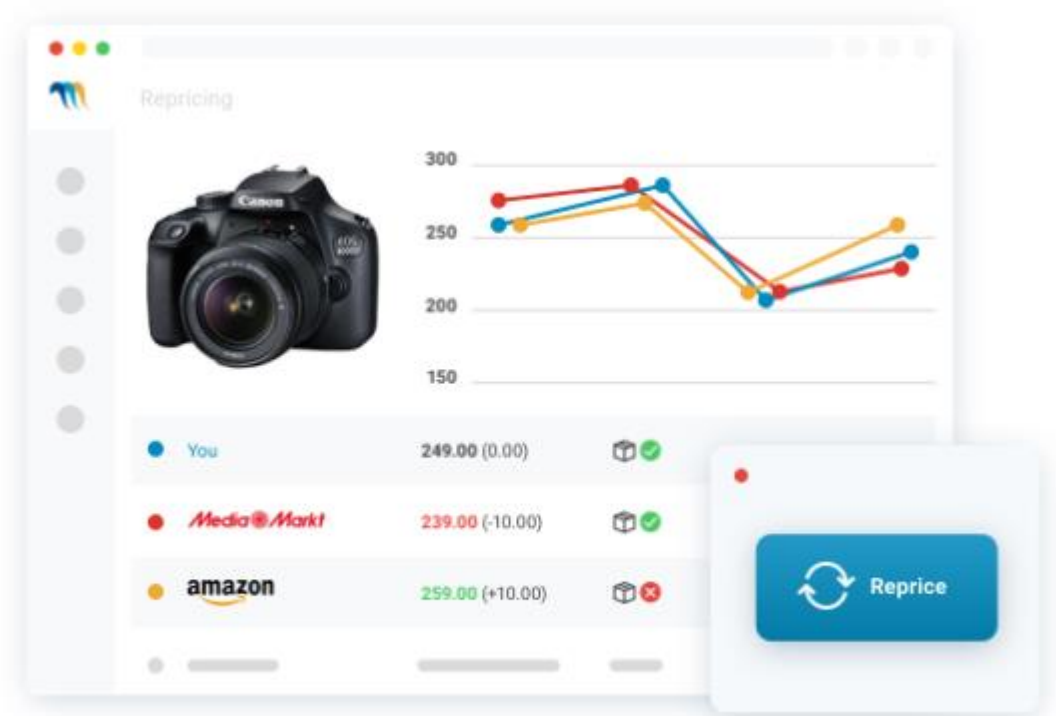
<https://xiroeco.com/producto/ecojeans-slim-fit-mujer/>

Trends by customer online journey step



Customer conversion trends

- Dynamic pricing
 - Price adaptation based on different factors
 - Competence
 - Date
 - Customer, etc.
 - The purpose is to offer the most adequate price for each customer at each moment



<https://www.minderest.com/es>

Customer conversion trends

- Variety of points of sale
 - Make sure you offer a seamless online/offline experience
 - Be aware of integrating all your points of sale (i.e., website, social media, marketplaces)



Customer conversion trends








- Payment methods

- Most customers are used to virtual wallets or credit cards

- New methods

- Mobile-based payments
- Criptocurrency
- Buy now, pay latter

AT DECATHLON.CO.UK, WE ACCEPT THESE FOLLOWING MEANS OF PAYMENT

 VISA CARD	 MASTERCARD	 MAESTRO
 PAYPAL	 DECATHLON GIFT CARD	 BANK TRANSFER (SCHOOLS & COMPANIES)
 KLARNA		

BIZUM.

Introduce el nº de teléfono asociado al servicio y la clave para compra de tu banco). Recibirás un sms con un código de confirmación que de para la utilización del servicio (0,50€). La posibilidad de usar este serv realizar compras online con BIZUM.

Tarjeta Bancaria

Las tarjetas aceptadas son: Visa o Mastercard Decathlon.es utiliza CE de compra-venta en internet. Este sistema nos permite asegurarte en

tu explorador estos símbolos  que indican que la conexión esti

Paypal

Paga de manera rápida y segura con su cuenta PayPal.

Tarjeta de regalo o cheque de fidelidad

Puedes usar una o más tarjetas de regalo Decathlon o Cheque Fidelidad, para pagar la totalidad o parte de tu pedido en Decathlon.es

Pago a plazos 3x4x Oney

Puedes pagar tu compra en 3, 4, 6 o 10 plazos con tu tarjeta bancaria **desde un importe de 90€ y hasta 2.500€.**

Todos los pagos se realizarán periódicamente sobre tu tarjeta con una cuota mínima de 20 euros. Ten en cuenta que el primer pago se efectuará en el mismo momento de la compra. Válido para tarjetas **VISA o Mastercard**, de débito o crédito, con una fecha de validez superior a la duración de la modalidad de financiación seleccionada. Por ejemplo, si solicitas una financiación a seis meses, la fecha de caducidad de tu tarjeta no podrá ser inferior a seis meses. No admitimos tarjetas prepago, virtuales ni American Express.

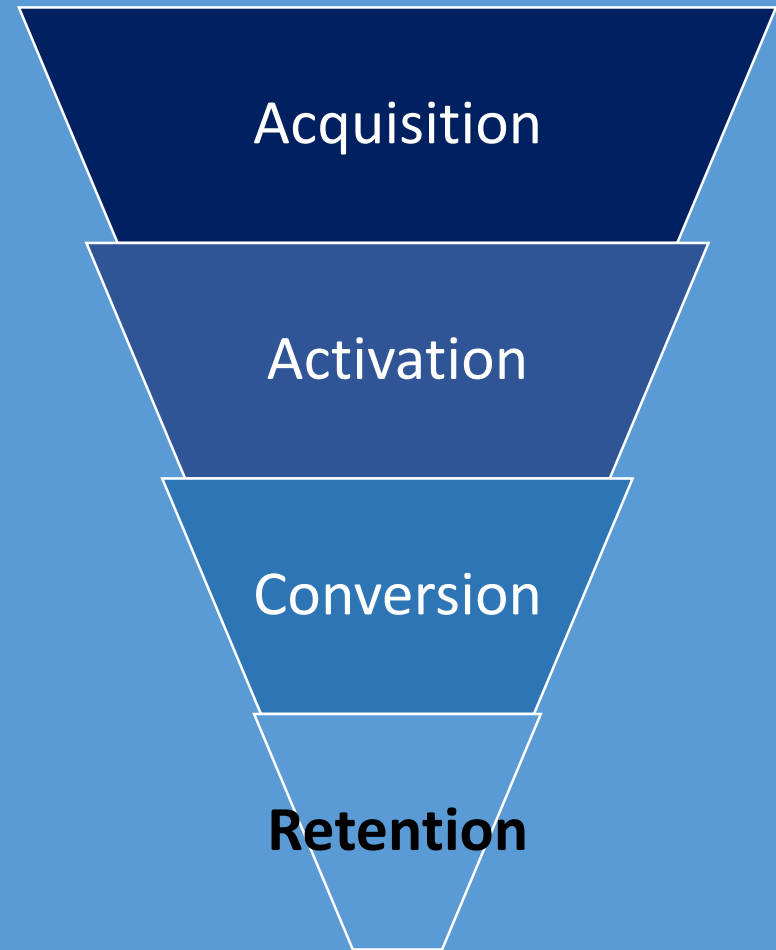
https://www.decathlon.es/es/landing/formas-pago/_/R-a-formas-pago

Customer conversion

- Shipping is one of the greatest challenges for e-commerce
 - Free shipping is preferred → Consumers are willing to make bigger orders if it means free shipping
 - Shorter times of delivery
 - Free returns
 - Sustainable shipping
 - Reusable product containers
 - Recycled product containers
 - Biodegradable product containers
 - Efficient vehicles



Trends by customer online journey step



Customer retention

- Becoming more important than ever due to increasing acquisition costs
- Not all customers are good costumers → Identify most valuable ones and their conversión paths

Use analytic tools to discover those who:

- ✓ Convert in less time
- ✓ Purchase more times
- ✓ Show higher recency
- ✓ Spend more money
- ✓ Are sharing positive eWOM about you

Customer retention trends

- Offer subscription
 - Replenishment: For products with a regular demand
 - Curation: selection of products that may be interesting for your customer



WELCOME TO TAMPON TRIBE

We deliver totally 100% certified organic cotton tampons, pads and pantyliners to your door when you need them.

Our products have ZERO fillers, and ZERO plastic.

We also have silicone-free Menstrual Cups, designed by ACTIVE women, for ACTIVE women. At. Last.

Choose exactly what you need. Mix and match, swap, switch, and pause when needed.

Because every body is different.

<https://tampontribe.com/>

What's Inside an Earthlove Box?

Discover 6-8 full size eco-luxe products each season to live more mindfully with the Earth, including healthy snacks, organic tea, botanical wellness and apothecary items, sustainable swaps, beauty and skincare, gardening, home decor, upcycled accessories, and more!

Box value is always \$120+



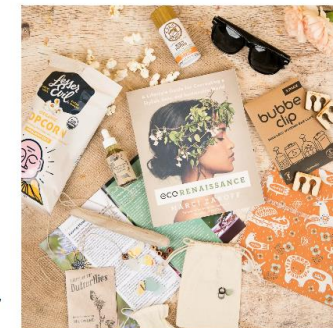
Books

Each box includes a book voted on by Earthlove members. Books can range from informative reads about nature and recipe books to wellness books and guided journals.



Artisanal Eco Products

Our boxes include a mix of artisanal products that are environmentally and ethically responsible, including zero waste packaging, natural ingredients, organic and non-GMO, gluten-free, beegan/vegan, and fair-trade. Earthlove also supports artisans, makers, and small businesses in the US & Canada as well as eco initiatives and changemakers around the world.



Eco Challenges

Each box includes a guide with eco tips and seasonal eco-challenge written by a regenerative farmer for cultivating a more sustainable life.



Supports a Cause

We give back! Earthlove is a proud member of 1% for the Planet. In addition, a portion of the proceeds from each box is donated to a featured environmental non-profit voted on by the Earthlove Community.



Community Events

As an Earthlove member, you can participate in our community vote to choose the book, eco challenge, and cause for the next box as well as have access to

<https://earthlove.co/>

Customer retention

- Use loyalty programs or gamification elements

Gamification poured into every lesson.



Personalized learning

Duolingo lessons adapt to your learning style. Exercises are tailored to help you learn and review vocabulary effectively.



Receive immediate grading

Instantly see which answers you get correct. When you miss a challenge, we'll quickly show you how to improve.



Stay motivated with rewards

Earn virtual coins, unlock new levels, and watch your fluency score rise as you master new words, phrases, and grammar.



Improve quickly

Duolingo works. A study has shown that 34 hours of Duolingo are equal to 1 university semester of language courses.

<https://en.duolingo.com/>


Customer retention

- Enlarging product life cycles
 - Allowing repair
 - Selling parts and repair kits


Bike Maintenance (894)

CleaningLubes and GreasePumpsPuncture RepairToolsWorkshop ClothingWorkstands and Mounts


Best Selling Stock Categories Area More filters (3)



LifeLine Pro Chain Cleaner
€16.99 **Save 26%**
★★★★☆ (26)
☐ Add to compare



LifeLine Essential Torque Wrench Set
€38.99
★★★★★ (2450)
☐ Add to compare



Muc-Off Nano Tech Bike Cleaner 1 Litre Bottle with Spray
€11.99
★★★★★ (685)
☐ Add to compare

<https://www.wiggle.co.uk/bike-maintenance>

Activity for the next class

- Partner with your team and discuss how could you implement some of those trends in your project idea
- Do not forget:
 - Your value proposal
 - Your target group
- For the next class, each group will have to present their results:
 - Which trends are you adopting for your business idea?
 - How are you adapting them?

Any questions?